

Application No.: 09/851,791
Amendment Dated: November 22, 2006
Reply to Office Action of: May 26, 2006

MTS-3257US

Remarks/Arguments:

Claims 28, 48-49 and 51-74 are pending in the above-identified application. Claims 5-8, 10, 40-47 and 50 were cancelled. Claims 1-4, 9, 11-27 and 29-46 were withdrawn.

Claims 28, 48-49 and 51-74 were rejected under 35 U.S.C. § 103 (a) as being unpatentable in view of Nakayama and Official Notice taken by the Examiner. Applicant's greatly acknowledge the multiple telephone interviews granted by the Examiner. Applicant's also thank the Examiner for his assistance, guidance and patience during these interviews in which proposed amendments to the claims were discussed. Claim 28 is amended to include,

... wherein **the more** the one user is incentivized to register contents, **the more** recommended contents are outputted to the one user to search through and consider, and

... wherein the one user's received recommended contents are **in number at least greater** than the number of times the one user carried out content registration. (Emphasis added).

Basis for these amendments may be found in the specification at page 68, line 20 to page 69, line 13 and Figure 1. With regard to claim 28, Nakayama does not disclose or suggest a user receiving an amount of recommended contents **in number at least greater** than the number of times the user carried out content registration.

Nakayama teaches an information sharing system using a computer so as to allow a plurality of users to share disclosed information. The system in Nakayama receives responses to the disclosed information, totals and processes the responses to generate evaluation information and stores the evaluation information after correlating it with the disclosed information. Nakayama does not, however, disclose or suggest receiving an amount of recommended contents **in number at least greater** than the number of times the user carried out content registration.

Applicant's claimed feature of receiving an amount of recommended contents **in number at least greater** than the number of times the user carried out content registration is advantageous over the prior art because **the more** the one user is

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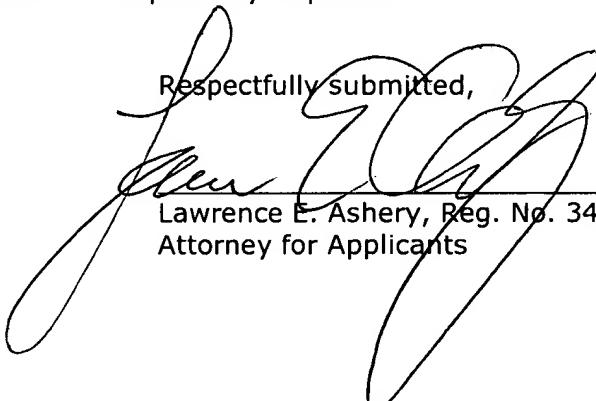
incentivized to register contents, **the more** recommended contents are outputted to the one user to search through and consider.

Because Nakayama does not disclose or suggest the features of claim 28, claim 28 is not subject to rejection under 35 U.S.C. § 103(a) in view of Nakayama. Claims 53-74 depend from claim 28. Accordingly, claims 53-74 are not subject to rejection under 35 U.S.C. § 103(a) in view of Nakayama.

Method claim 48, while not identical to system claim 28, includes features similar to those set forth above with regard to claim 28. Thus, claim 28 is also allowable over the art of record for reasons similar to those set forth above with regard to claim 28. Claims 49 and 51-52 depend from claim 48. Accordingly, claims 49 and 51-52 are not subject to rejection under 35 U.S.C. § 103(a) in view of Nakayama.

In view of the foregoing amendments and remarks, this Application is in condition for allowance which action is respectfully requested.

Respectfully submitted,


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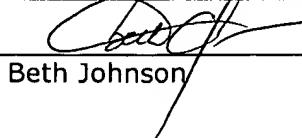
LEA/DDF/ds/bj

Dated: November 22, 2006

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The Director is hereby authorized to charge or credit Deposit Account No. 18-0350 for any additional fees, or any underpayment or credit for overpayment in connection herewith.

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on: November 22, 2006.


Beth Johnson

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